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BRITISH COLUMBIA
The Best Place on Earth

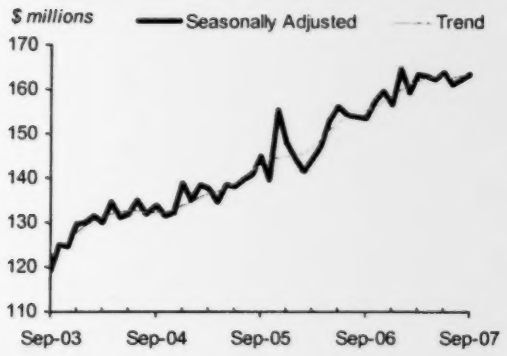
BC Stats

Tourism Sector Monitor ◆ December 2007

Room Revenue

BC room revenues continued on an upward trend in September (+0.6%), marking the first back-to-back increase in 2007. Revenue gains in Vancouver Island/Coast (+3.8%) and Mainland/Southwest (+1.2%), which account for about 70% of provincial room revenues, pushed the BC growth rate into positive territory. In addition, Nechako (+1.0%) posted an increase for the third straight month. However, most regions experienced declines, including Northeast (-6.8%), Cariboo (-4.0%), North Coast (-3.5%), Kootenay (-1.3%) and Thompson/Okanagan (-1.1%).

Room revenues up again in September



Business at the province's hotels improved (+2.1%) in September, as very large (251+ rooms; +3.6%), large (151-250 rooms; +2.7%), mid-sized (76-150 rooms; +0.9%) and small (1-75 rooms; +0.3%) hotels recorded higher revenues. However, motels (-0.9%) and other accommodations (-1.2%) saw revenues drop following gains in August.

Table 1. Room Revenue
(seasonally adjusted)

Accommodation Type	Sep 07 ($000)	Aug 07 ($000)	% change
Total	163,383	162,369	+0.6
Hotels	122,106	119,625	+2.1
Motels	19,473	19,653	-0.9
Other Accommodations	22,800	23,085	-1.2
Regions (Top 3 performers)			
Vancouver Island/Coast	29,566	28,488	+3.8
Mainland/Southwest	86,467	85,456	+1.2
Nechako	1,071	1,060	+1.0

Visitor Entries

The number of visitors to Canada via BC remained steady (+0.1%) in September, after a surge (+3.6%) in the previous month. Although Americans made fewer same-day trips (-1.2%) to BC, an increase in the number of overnight visitors (+0.7%) inched US entries up slightly (+0.1%).

The number of visitors from overseas countries rose (+0.4%), ending a two-month-long downturn. More visitors from Europe (+1.4%) and Oceania (+0.1%) offset a decline in the number of entries from Asia (-0.2%).

The number of Canadians returning home via BC climbed 4.4% in September. There was a substantial increase (+7.4%) in same-day trips to the US, and the number of travellers returning home from trips overseas was also higher (+2.9%).

Visitor entries flat in September

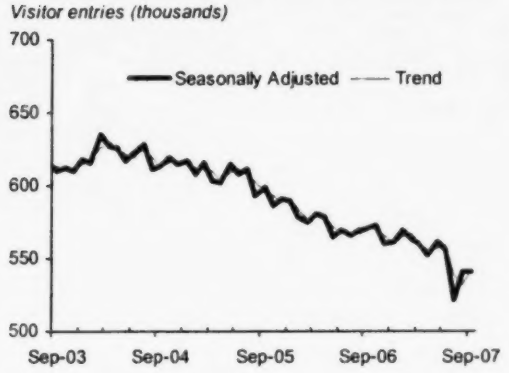


Table 2. Traveller Entries
(seasonally adjusted)

	Sep-07 ('000)	Aug-07 ('000)	% chg from Aug-07
American visitors			
Total	414	414	0.1
Same-day	139	141	-1.2
Overnight	275	274	0.7
Overseas visitors			
Total	127	127	0.4
Europe	45	44	1.4
UK	23	22	4.9
Asia	59	59	-0.2
Japan	17	16	2.3
Taiwan	6	6	-2.6
Oceania	14	14	0.1

(BC Stats & Statistics Canada)

Note: Total Overseas visitors is not equal to the sum of visitors from Europe, Asia and Oceania since it includes other areas

Other Indicators

BC's hotel occupancy rate advanced 0.9 percentage points to 67.3%, reaching its highest level since January. The average room rate in the province continued to increase (+0.9%) in September, averaging $130.40.

Table 3. Other Tourism Indicators
(seasonally adjusted)

	Sep-07	Change from Aug-07
Hotel Industry		
Occupancy rate (%)	67.3	0.9 pp.
Average room charge ($)	130.40	0.9
(Pannell Kerr Forster)		
Airport Passengers	**(000s)**	**(%)**
Vancouver International Airport		
Total traffic	1,460	0.7
US (trans-border)	360	0.7
Other International	341	-0.3
Canada (domestic)	759	1.1
(YVR)		
Victoria International Airport		
Total traffic	125	-0.1
(Victoria Airport Authority)		
Restaurant Receipts	**($ millions)**	**(%)**
All establishments	563	-0.2
Food service	520	-0.1
Drinking places	42	-1.0
(Statistics Canada)		
Transportation	**(000s)**	**(%)**
Coquihalla Highway		
Passenger Vehicles	229	-2.5
(Ministry of Transportation)		
BC Ferries		
Vehicle Volume	719	1.0
Passenger Volume	1,815	0.5
(BC Ferries)		
Exchange Rates	**Cdn $**	
US $	0.975	+0.03
UK Pound	0.483	+0.01
Japanese Yen	112.158	+1.93
Australian $	1.151	+0.01
(Statistics Canada)		

Note: pp. percentage points

Note to readers: all data in the *Tourism Sector Monitor* are reported on a **seasonally adjusted** basis.

Passenger volume at the Vancouver airport rose (+0.7%) for the second consecutive month in September, while the number of travellers through the Victoria airport was relatively unchanged (-0.1%). BC Ferries recorded higher vehicle (+1.0%) and

passenger (+0.5%) volume, while the number of passenger vehicles travelling on the Coquihalla Highway decreased (-2.5%).

BC's restaurant, caterer and tavern receipts fell (-0.2%, *seasonally adjusted*) in September, as both drinking places (-1.0%) and food service establishments (-0.1%) experienced a decline in sales.

A look ahead—October 2007

Preliminary estimates indicate that provincial room revenues increased 1.6% in October. Revenues were up in most regions, including Cariboo (+8.6%), Kootenay (+3.5%), Mainland/Southwest (+2.9%), Nechako (+1.9%) and North Coast (+1.0%). Northeast (-3.7%) and Vancouver Island/Coast (-1.5%) posted declines while revenue growth in Thompson/Okanagan (+0.0%) was unchanged.

Receipts at hotels continued to advance (+1.8%) in October, with large hotels (151-250 rooms; +3.8%) posting the strongest growth. Revenues at very large (251+ rooms; +1.7%), mid-sized (76-150 rooms; +1.4%) and small (1-75 rooms; +0.8%) hotels were also up. In addition, returns at motels improved (+1.7%) following September's poor performance. However, vacation rentals (-1.8%) and fishing lodges, bed and breakfasts, and other types of accommodation (-2.8%) continued to experience a decline in revenues.

Visitor entries to the province were down (-0.4%) in October. However, the number of entries from the US inched higher (+0.7%), as a decrease in same-day visitors (-2.7%) was offset by an increase in the number of overnight trips (+2.4%). Total overseas entries dropped (-3.9%) due to fewer visitors from Europe (-5.9%) and Asia (-5.8%). Entries from Oceania, which includes Australia, New Zealand and other South Pacific nations, was up 1.6%.

Passenger volume through Vancouver airport fell (-0.1%), while the Victoria airport was busier (+1.8%) in October. BC Ferries experienced a reduction in vehicle (-1.4%) and passenger (-1.3%) volume, while the number of passenger vehicles travelling on the Coquihalla Highway increased (+0.7%).

About preliminary numbers

Companies file their hotel room taxes with varying delays. The initial data retrieved by BC Stats may be revised considerably over the following months. BC Stats reports room revenues with a three-month lag. For example, data for January are not reported until April. However, we also briefly report "preliminary data" with a two-month lag.

How accurate is the preliminary data? Over 21 reports in 2006 and 2007, BC room revenues changed (rose or fell on a month-over-month basis) on average by 2.4% (absolute value). The preliminary numbers—reported in the "look ahead" section—were less by an average of 0.2 percentage points partly because the initial data retrieved may not be complete until later that month. For example, if the preliminary figure is 1.5, the actual number probably is around 1.7. And if the preliminary figure is -0.5, the actual number is about -0.3.

Special Focus:
The British Invasion—Travellers from the United Kingdom

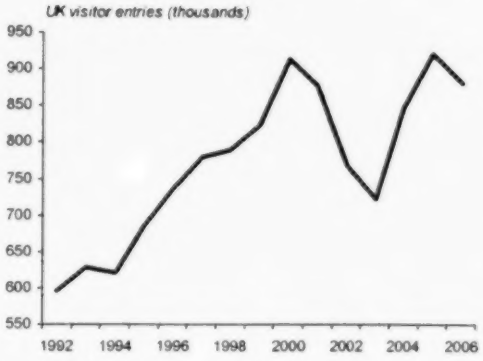
The United Kingdom of Great Britain and Northern Ireland (commonly referred to as the United Kingdom (UK) or Britain) is located off the northwestern coast of mainland Europe. It comprises the island of Great Britain, which contains England, Wales and Scotland, as well as the northern portion of the island of Ireland. A significant number of visitors from this European country travel to Canada and British Columbia, and represent an increasingly important market for the national and provincial tourism sectors.

The UK is the largest overseas travel market in Canada

According to information from Statistics Canada's *International Travel Survey*, the UK is the most important overseas market in terms of visitor volume and spending. In 2006, about 842,000 overnight trips from the UK to Canada were recorded, more than double the number of overnight trips from Japan (364,000), the second most important overseas market. British tourists stayed 12.6 nights on average and spent approximately $1.1 billion, accounting for 39% of spending by Europeans and one-fifth (20%) of total expenditures by overseas travellers. BC is the second most common destination for UK tourists behind Ontario, representing one-quarter (25%) of British visits to Canada in 2006.

During the 1992 to 2006 period, the total number of British visitors increased from about 596,000 to 882,000 (+48.0%). In addition, the proportion of total European entries originating from the UK also rose, from 32% in 1992 to 38% in 2006.

British entries increased significantly during the 1990s



Source: Statistics Canada

Most travel to Canada for pleasure; 1 in 3 visit friends or relatives

One-third (33%) of visitors from the UK travel to Canada to visit friends or relatives, while most (51%) indicated that the main purpose of their trip was other pleasure, recreation or holiday. Common activities by British tourists include shopping, sightseeing and visiting a national or provincial nature park.

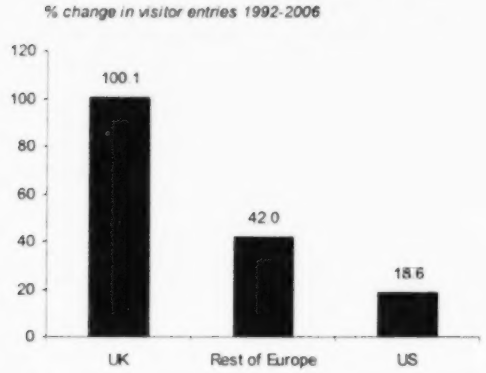
The UK is also a significant market for BC's tourism sector

There were 235,000 visitors from the UK to BC in 2006, representing 16% of total overseas entries. This exceeded the number of entries from Japan (218,000) and Australia (130,000), BC's second and third largest overseas markets, respectively.

The British market has been gaining importance since the early 1990s. Between 1992 and 2006, UK entries doubled (+100.1%) and the proportion of European travellers from Britain increased from 39%

to 48% over this period. On the other hand, growth in the number of visitors from the rest of Europe was less than half the UK rate (+42.0%), while steadily declining American entries since 2000 contributed to slower growth in the US market (+18.6%) from 1992 to 2006.

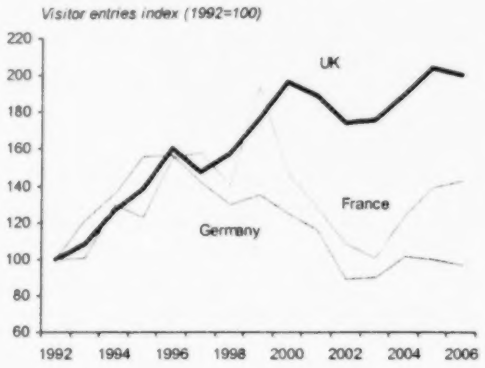
The number of visitors from the UK to BC has doubled since 1992



Source: Statistics Canada

In addition, growth in comparable European markets, including Germany and France, has been slower than the UK. The number of visitors from Germany declined (-3.4%) during 1992 to 2006 as well as its share of total European entries (29% to 17%). Although the number of visitors from France increased 42.4% over the same period, its proportion of entries from Europe was flat (4% to 3%).

Growth in European entries has been driven by the UK

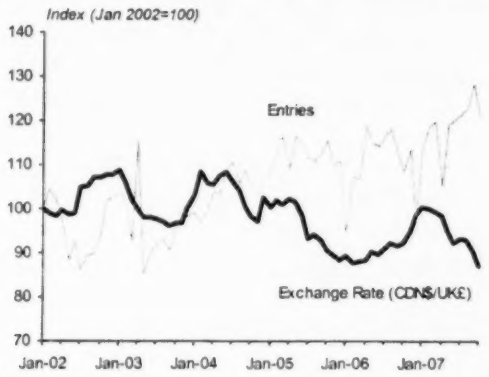


Source: Statistics Canada

The CDN$/UK£ exchange rate and its effect on visitor entries

There is some evidence to suggest that the exchange rate between the Canadian dollar and the British pound has not had a significant impact on visitor entries from the UK to BC. During the 2002 to 2006 period, the exchange rate (CDN$/UK£) decreased 11.4%. In other words, the value of the Canadian dollar increased. While it is reasonable to assume that there would be a corresponding decline in visitor entries, this was not the case, as there were 15.1% more visitors from the UK.

Despite an appreciating Canadian dollar, visitation from Britain has trended upward



Source: Statistics Canada

However, there have been periods where the number of UK entries and the exchange rate appear to be positively correlated. From 2003 to 2004, the value of the Canadian dollar declined relative to the British pound, causing the exchange rate to rise (+4.2%). Over the same period, visitor entries also increased (+8.1%). In 2006, the UK pound depreciated against the Canadian dollar compared to 2005 levels, falling from 2.21 (CDN$/UK£) to 2.09 (-5.3%). Visitation from Britain also moved in the same direction, as entries fell 2.0%. It should be noted, however, that exchange rate movements cannot fully explain changes in visitor entries. Other factors, such as income and the cost of travel, may also influence the number of visitors from the UK to BC.

Notwithstanding the strong appreciation of the Canadian dollar in recent months, the British market does not show any signs of slowing down. In fact, travel from the UK is expected to increase in 2008, despite the anticipated slight easing back in Britain's economic growth.

Table 1: Room Revenue by Development Region ($000), Seasonally Adjusted

Period	Vancouver Island/Coast	Mainland Southwest	Thompson Okanagan	Kootenay	Cariboo	North Coast	Nechako	Northeast	BC Total
Annual data									
2002	268,454	850,333	205,411	71,712	44,514	19,016	8,843	37,904	1,506,188
2003	272,990	810,455	213,447	72,167	43,064	19,364	8,929	46,266	1,486,681
2004	295,245	863,420	229,551	76,957	46,198	20,104	8,811	51,889	1,592,176
2005	310,117	904,553	250,184	78,922	52,134	20,779	10,152	63,252	1,690,093
2006	324,697	977,811	273,004	85,082	56,607	21,927	10,403	72,632	1,822,163
Annual growth rates									
2002	4.0	-0.5	7.9	11.9	4.6	-1.7	0.4	6.3	2.2
2003	1.7	-4.7	3.9	0.6	-3.3	1.8	1.0	22.1	-1.3
2004	8.2	6.5	7.5	6.6	7.3	3.8	-1.3	12.2	7.1
2005	5.0	4.8	9.0	2.6	12.8	3.4	15.2	21.9	6.1
2006	4.7	8.1	9.1	7.8	8.6	5.5	2.5	14.8	7.8
Monthly data									
Sep-06	27,013	81,510	23,655	7,159	4,763	1,874	866	6,604	153,443
Oct-06	27,701	85,448	23,653	7,396	4,777	1,938	921	5,514	157,347
Nov-06	28,160	85,967	23,724	7,258	4,931	1,968	929	6,492	159,429
Dec-06	28,408	83,290	23,836	7,684	5,051	2,035	910	5,466	156,679
Jan-07	29,642	86,323	27,674	7,539	5,016	2,069	944	5,342	164,550
Feb-07	28,120	86,562	24,451	7,777	4,987	2,071	872	4,406	159,246
Mar-07	29,172	87,682	25,201	7,782	5,035	2,257	1,000	5,283	163,410
Apr-07	29,313	87,814	25,073	7,490	4,765	2,271	984	5,547	163,259
May-07	29,184	85,944	25,169	7,888	5,109	2,202	1,121	5,763	162,380
Jun-07	29,155	86,161	25,992	8,186	4,900	2,399	975	6,013	163,780
Jul-07	29,612	83,888	25,520	8,016	4,833	2,376	1,024	5,929	161,197
Aug-07	28,488	85,456	25,669	8,125	5,025	2,458	1,060	6,090	162,369
Sep-07	29,566	86,467	25,390	8,021	4,824	2,372	1,071	5,674	163,383
Month-over-month growth rates									
Sep-06	1.3	-1.2	1.5	-1.5	3.9	6.9	0.5	-1.9	-0.1
Oct-06	2.5	4.8	0.0	3.3	0.3	3.4	6.3	-16.5	2.5
Nov-06	1.7	0.6	0.3	-1.9	3.2	1.6	0.9	17.7	1.3
Dec-06	0.9	-3.1	0.5	5.9	2.4	3.4	-2.0	-15.8	-1.7
Jan-07	4.3	3.6	16.1	-1.9	-0.7	1.7	3.7	-2.3	5.0
Feb-07	-5.1	0.3	-11.6	3.2	-0.6	0.1	-7.7	-17.5	-3.2
Mar-07	3.7	1.3	3.1	0.1	1.0	8.9	14.7	19.9	2.6
Apr-07	0.5	0.2	-0.5	-3.7	-5.4	0.6	-1.5	5.0	-0.1
May-07	-0.4	-2.1	0.4	5.3	7.2	-3.0	13.8	3.9	-0.5
Jun-07	-0.1	0.3	3.3	3.8	-4.1	8.9	-13.0	4.3	0.9
Jul-07	1.6	-2.6	-1.8	-2.1	-1.4	-0.9	5.0	-1.4	-1.6
Aug-07	-3.8	1.9	0.6	1.4	4.0	3.4	3.5	2.7	0.7
Sep-07	3.8	1.2	-1.1	-1.3	-4.0	-3.5	1.0	-6.8	0.6

September month-over-month percent growth

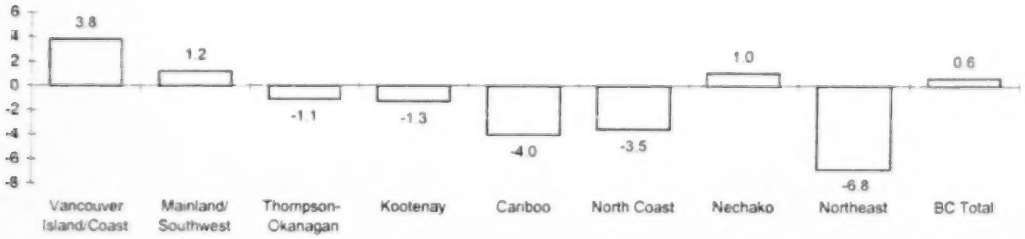


Table 2: Room Revenue by Accommodation Type ($000), Seasonally Adjusted

Period	Hotels (Rooms)				Motels	Vacation Rentals	Miscellaneous incl. Fishing Lodges
	251+	151-250	76-150	1-75			
Annual data							
2002	465,543	188,385	297,026	174,173	181,785	112,442	86,833
2003	437,892	180,831	297,403	174,263	181,383	119,487	95,423
2004	467,820	198,608	321,679	185,673	195,057	124,438	98,902
2005	483,529	211,406	346,496	203,087	210,872	133,422	101,283
2006	513,978	230,059	379,559	221,171	234,119	135,298	107,979
Annual growth rates							
2002	3.5	-4.6	0.9	0.7	3.1	4.9	14.7
2003	-5.9	-4.0	0.1	0.1	-0.2	6.3	9.9
2004	6.8	9.8	8.2	6.5	7.5	4.1	3.6
2005	3.4	6.4	7.7	9.4	8.1	7.2	2.4
2006	6.3	8.8	9.5	8.9	11.0	1.4	6.6
Monthly data							
Sep-06	41,744	19,463	32,049	18,616	19,294	11,615	9,376
Oct-06	44,975	21,001	32,930	19,033	20,074	10,946	9,512
Nov-06	44,371	20,816	33,361	19,518	20,324	11,692	9,465
Dec-06	43,676	19,772	32,972	18,820	20,568	11,464	9,783
Jan-07	45,426	20,670	33,809	19,222	22,448	11,957	10,015
Feb-07	44,922	20,674	33,907	18,768	21,231	11,750	9,947
Mar-07	44,909	21,083	34,401	19,198	20,566	12,193	10,424
Apr-07	45,232	20,966	34,602	19,683	20,691	12,303	10,027
May-07	42,832	21,428	35,027	20,495	20,291	12,346	10,288
Jun-07	43,083	20,891	35,187	20,204	20,313	13,154	10,416
Jul-07	42,149	20,678	35,332	20,028	19,453	12,364	10,411
Aug-07	43,355	20,463	35,801	20,007	19,653	12,371	10,714
Sep-07	44,913	21,012	36,116	20,065	19,473	12,227	10,573
Month-over-month growth rates							
Sep-06	-2.2	0.7	0.9	0.8	-0.6	-1.5	1.4
Oct-06	7.7	7.9	2.7	2.2	4.0	-5.8	1.4
Nov-06	-1.3	-0.9	1.3	2.5	1.2	6.8	-0.5
Dec-06	-1.6	-5.0	-1.2	-3.6	1.2	-1.9	3.4
Jan-07	4.0	4.5	2.5	2.1	9.1	4.3	2.4
Feb-07	-1.1	0.0	0.3	-2.4	-5.4	-1.7	-0.7
Mar-07	0.0	2.0	1.5	2.3	-3.1	3.8	4.8
Apr-07	0.7	-0.6	0.6	2.5	0.6	0.9	-3.8
May-07	-5.3	2.2	1.2	4.1	-1.9	0.4	2.6
Jun-07	0.6	-2.5	0.5	-1.4	0.1	6.5	1.2
Jul-07	-2.2	-1.0	0.4	-0.9	-4.2	-6.0	-0.1
Aug-07	2.9	-1.0	1.3	-0.1	1.0	0.1	2.9
Sep-07	3.6	2.7	0.9	0.3	-0.9	-1.2	-1.3

September month-over-month percent growth

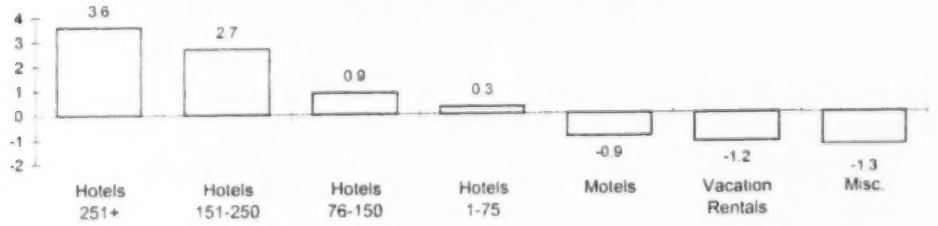


Table 3: Unadjusted Room Revenue by Regional District

Development Region/ Regional District	Revenue				Properties		Rooms	
	($000)		% change from		(#)	# chg from	(#)	# chg from
	Sep-07	YTD 07	Sep-06	YTD 06	Sep-07	Sep-06	Sep-07	Sep-06
Vancouver Island/Coast								
17 Capital								
Total - All accommodation types	**22,795**	**161,159**	**5.9**	**6.9**	**174**	**-10**	**8,341**	**-329**
Total - Hotels	18,522	130,327	8.1	7.0	67	1	5,596	-185
76+ Rooms	14,121	99,107	8.5	7.2	26	-1	3,927	-193
1-75 Rooms	4,401	31,220	6.9	6.5	41	2	1,669	8
Motels	1,979	14,453	-6.7	7.7	23	-4	1,006	-116
Vacation Rentals	578	4,318	2.6	-12.9	26	0	248	-40
19 Cowichan Valley								
Total - All accommodation types	**1,216**	**8,183**	**17.8**	**12.9**	**39**	**4**	**682**	**27**
Motels	328	1,890	35.4	19.3	15	-1	304	-12
21 Nanaimo								
Total - All accommodation types	**4,875**	**38,821**	**3.9**	**9.1**	**72**	**-4**	**2,498**	**-153**
Total - Hotels	2,383	18,950	3.6	8.0	18	-2	1,095	-117
Motels	1,072	7,707	9.7	13.0	26	0	664	0
Vacation Rentals	1,117	10,261	-4.9	8.0	20	0	581	-26
23 Alberni-Clayoquot								
Total - All accommodation types	**5,951**	**41,693**	**30.5**	**13.2**	**74**	**1**	**1,804**	**5**
Total - Hotels	1,396	9,646	34.9	11.9	12	1	416	5
Motels	577	3,757	9.8	-1.3	22	-1	430	-22
Vacation Rentals	2,307	16,416	34.0	16.7	19	3	379	32
25 Comox-Strathcona								
Total - All accommodation types	**4,706**	**32,997**	**12.4**	**12.1**	**91**	**1**	**2,130**	**40**
Fishing lodges	980	6,184	1.8	5.8	20	-5	361	-54
Total - Hotels	1,025	9,512	2.3	21.8	11	1	534	13
Motels	1,054	7,368	8.6	13.0	24	0	683	4
Vacation Rentals	834	4,349	63.0	20.7	25	4	317	60
Miscellaneous	813	5,585	9.8	-1.5	11	1	235	17
27 Powell River								
Total - All accommodation types	**735**	**4,190**	**-4.2**	**12.0**	**24**	**2**	**461**	**4**
Total - Hotels	326	2,453	-5.7	6.8	11	0	293	0
43 Mount Waddington								
Total - All accommodation types	**1,182**	**6,399**	**10.7**	**15.0**	**24**	**-5**	**647**	**-123**
45 Central Coast								
Total - All accommodation types	**360**	**1,839**	**-0.4**	**7.1**	**13**	**-1**	**180**	**-8**
Mainland/Southwest								
09 Fraser Valley								
Total - All accommodation types	**5,064**	**36,628**	**-0.7**	**5.1**	**72**	**2**	**2,446**	**21**
Total - Hotels	3,540	25,300	-4.2	3.4	18	0	1,362	0
Motels	1,041	7,972	3.1	8.0	35	0	872	0
15 Greater Vancouver								
Total - All accommodation types	**82,973**	**627,844**	**4.8**	**3.7**	**242**	**-1**	**26,452**	**42**
Total - Hotels	79,351	591,991	5.2	4.0	162	-3	22,898	-504
251+ Rooms	39,470	295,719	3.1	-1.0	22	-1	8,940	-312
151-250 Rooms	16,282	121,999	6.4	11.1	26	-1	5,061	-113
76-150 Rooms	16,881	125,850	7.7	7.7	54	-1	5,824	-85
1-75 Rooms	6,718	48,422	8.7	10.5	60	0	3,073	6
Motels	2,075	16,884	4.9	5.4	32	0	1,383	-23
Vacation Rentals	732	8,916	-1.1	13.8	18	-1	521	-111
29 Sunshine Coast								
Total - All accommodation types	**809**	**5,625**	**3.6**	**19.1**	**21**	**2**	**379**	**7**
31 Squamish-Lillooet								
Total - All accommodation types	**10,387**	**163,692**	**21.4**	**17.7**	**86**	**-12**	**5,892**	**-1,538**
Total - Hotels	9,362	137,212	21.7	15.6	37	-10	4,613	-1,094
76+ Rooms	8,676	128,352	22.9	16.3	21	-6	4,089	-921
1-75 Rooms	687	8,860	8.5	5.8	16	-4	524	-173
Vacation Rentals	545	20,204	34.3	32.6	26	-1	817	-373
Miscellaneous	248	4,566	-7.3	22.4	17	1	283	-56

Table 3: Unadjusted Room Revenue by Regional District

Development Region/ Regional District	Revenue ($000)		% change from		Properties (#)	# chg from	Rooms (#)	# chg from
	Sep-07	YTD 07	Sep-06	YTD 06	Sep-07	Sep-06	Sep-07	Sep-06
Thompson/Okanagan								
07 Okanagan-Similkameen								
Total - All accommodation types	**5,709**	**47,477**	**17.8**	**11.1**	**119**	**7**	**3,241**	**88**
Total - Hotels	2,633	21,537	13.0	8.4	16	1	1,092	18
Motels	2,081	18,722	21.5	7.6	70	1	1,650	9
Vacation Rentals	400	3,392	16.4	8.6	15	3	309	36
33 Thompson-Nicola								
Total - All accommodation types	**7,710**	**64,440**	**2.7**	**7.4**	**158**	**-7**	**5,639**	**32**
Fishing lodges	292	1,213	10.7	-7.2	12	-3	145	-27
Total - Hotels	3,629	29,870	6.4	10.6	34	-1	2,225	35
76+ Rooms	3,054	24,973	13.9	15.4	14	2	1,558	170
1-75 Rooms	575	4,898	-21.2	-8.7	20	-3	667	-135
Motels	2,754	20,686	-3.5	2.9	72	-6	2,159	-162
Vacation Rentals	340	7,273	12.9	3.2	19	1	464	-75
Miscellaneous	695	5,395	2.7	18.4	21	2	646	261
35 Central Okanagan								
Total - All accommodation types	**9,356**	**79,241**	**8.9**	**18.7**	**66**	**1**	**3,677**	**186**
Total - Hotels	6,611	49,829	5.8	14.3	19	1	1,822	116
Motels	1,505	12,066	3.3	3.5	21	-3	922	-57
Vacation Rentals	524	12,263	15.1	34.8	19	3	571	127
37 North Okanagan								
Total - All accommodation types	**2,131**	**21,314**	**1.4**	**11.8**	**42**	**0**	**1,508**	**-165**
Total - Hotels	1,308	10,965	7.6	-0.1	12	1	873	26
Motels	750	6,382	-4.9	5.5	17	-1	544	-42
39 Columbia-Shuswap								
Total - All accommodation types	**5,610**	**46,474**	**11.1**	**13.7**	**110**	**1**	**3,582**	**136**
Total - Hotels	2,399	18,593	11.0	16.0	21	1	1,334	21
Motels	2,421	17,487	8.3	10.1	45	-1	1,559	-11
Vacation Rentals	471	3,814	13.1	8.1	14	0	204	25
Kootenay								
01 East Kootenay								
Total - All accommodation types	**5,690**	**52,018**	**12.5**	**13.5**	**115**	**2**	**4,595**	**291**
Total - Hotels	2,340	19,538	30.4	30.2	31	4	1,788	244
76+ Rooms	1,572	13,456	41.3	37.3	11	2	1,067	197
1-75 Rooms	767	6,082	12.6	16.6	20	2	721	47
Motels	1,440	9,392	6.9	4.6	40	-5	918	-133
Vacation Rentals	651	12,142	-0.5	10.9	19	1	1,045	42
03 Central Kootenay								
Total - All accommodation types	**2,887**	**20,610**	**8.8**	**11.5**	**79**	**-6**	**1,611**	**1**
Total - Hotels	1,450	10,721	12.8	10.5	15	-1	723	30
Motels	847	5,082	10.5	11.4	31	-1	536	-10
Vacation Rentals	336	2,191	4.1	19.2	15	-1	122	-8
05 Kootenay Boundary								
Total - All accommodation types	**842**	**7,147**	**7.8**	**14.4**	**35**	**-2**	**694**	**-24**
Motels	410	3,197	-6.3	1.8	21	-4	401	-43
Cariboo								
41 Cariboo								
Total - All accommodation types	**2,442**	**17,151**	**-5.7**	**3.7**	**98**	**-11**	**1,997**	**-214**
Fishing lodges	192	774	2.4	5.6	17	0	164	1
Total - Hotels	576	4,899	-18.3	2.9	10	-1	466	-60
Motels	1,176	8,818	2.3	5.0	30	-6	945	-107
Vacation Rentals	277	1,042	10.7	-0.5	26	-3	259	-32
Miscellaneous	221	1,618	-26.0	1.1	15	-1	163	-16
53 Fraser-Fort George								
Total - All accommodation types	**3,908**	**30,379**	**6.0**	**7.1**	**57**	**-4**	**2,488**	**-109**
Total - Hotels	2,815	21,553	11.2	7.7	19	0	1,490	21
Motels	969	7,757	-4.2	5.4	26	-4	872	-131

Table 3: Unadjusted Room Revenue by Regional District

Development Region/ Regional District	Revenue ($000)		Revenue % change from		Properties (#)	Properties # chg from	Rooms (#)	Rooms # chg from
	Sep-07	YTD 07	Sep-06	YTD 06	Sep-07	Sep-06	Sep-07	Sep-06
North Coast								
47 Skeena-Queen Charlotte								
Total - All accommodation types	**2,086**	**15,348**	**36.4**	**36.9**	**42**	**0**	**1,247**	**63**
Fishing lodges	775	5,537	45.5	59.1	13	1	255	77
Total - Hotels	843	6,635	30.4	32.0	11	0	618	1
Motels	380	2,539	30.4	32.9	11	11	328	0
49 Kitimat-Stikine								
Total - All accommodation types	**1,282**	**8,847**	**12.4**	**21.2**	**41**	**0**	**917**	**31**
Total - Hotels	562	4,201	9.4	12.4	10	0	373	3
Motels	513	3,449	34.1	37.8	19	0	448	27
Nechako								
51 Bulkley-Nechako + 57 Stikine								
Total - All accommodation types	**1,578**	**9,541**	**21.0**	**18.2**	**60**	**2**	**1,230**	**53**
Fishing lodges	168	477	19.0	3.2	14	-2	103	-16
Motels	806	5,185	14.3	9.8	24	0	647	5
Northeast								
55 Peace River + 59 Northern Rockies								
Total - All accommodation types	**5,860**	**52,101**	**-12.6**	**-7.4**	**71**	**1**	**3,663**	**386**
Total - Hotels	3,900	28,968	28.9	12.6	30	5	2,280	603
Motels	1,224	15,242	-46.8	-21.6	30	-4	888	-165

Note: Data for regions with fewer than 10 properties reporting cannot be released.

Table 4: Unadjusted Room Revenue by Urban Centre

Development Region/ Urban Centre	Revenue				Properties		Rooms	
	($000)		% change from		(#)	# chg from	(#)	# chg from
	Sep-07	YTD 07	Sep-06	YTD 06	Sep-07	Sep-06	Sep-07	Sep-06
Vancouver Island/Coast	**41,820**	**295,281**	**9.5**	**9.0**	**511**	**-12**	**16,543**	**-537**
Victoria (C)	18,525	129,491	7.3	7.6	84	-9	5,757	-342
Other CRD	3,019	22,570	-4.8	-0.0	78	-3	2,190	-50
Nanaimo (C)	2,677	20,868	11.2	14.4	26	0	1,276	0
Port Alberni (C)	579	4,184	13.2	9.8	15	-1	406	-10
Courtenay (C)	1,070	9,672	17.4	16.5	12	1	463	5
Rest of Development Region	15,950	108,496	14.5	11.2	308	1	6,451	-140
Mainland/Southwest	**99,233**	**833,789**	**6.0**	**6.4**	**421**	**-9**	**35,169**	**-1,468**
Downtown Vancouver (C)	52,661	382,163	3.7	0.7	78	-3	12,473	-614
Other Vancouver (C)	5,249	39,962	5.2	10.1	39	3	2,910	16
Richmond (C)	12,727	102,139	3.8	7.5	26	1	4,120	31
Burnaby (C)	2,921	24,576	10.4	9.5	10	0	1,321	60
Other GVRD	9,416	78,969	11.2	9.8	89	-2	5,628	609
Whistler (DM)	9,403	155,602	22.7	17.3	60	-12	5,174	-1,566
Rest of Development Region	6,857	50,377	1.2	9.4	119	4	3,543	-4
Thompson/Okanagan	**30,516**	**258,946**	**8.6**	**12.9**	**495**	**2**	**17,647**	**277**
Penticton (C)	2,905	24,722	17.1	6.4	44	3	1,673	60
Kamloops (C)	5,291	47,343	3.0	8.0	73	2	3,998	267
Kelowna (C)	8,112	69,264	7.5	16.2	50	2	2,953	183
Vernon (C)	2,009	19,935	1.6	13.0	28	0	1,347	-152
Revelstoke (C)	1,950	15,438	17.4	12.8	30	0	1,277	16
Rest of Development Region	10,249	82,244	10.4	15.1	270	-5	6,399	-97
Kootenay	**9,420**	**79,774**	**10.9**	**13.1**	**229**	**-6**	**6,900**	**268**
Cranbrook (C)	1,376	9,075	21.6	23.4	20	3	1,013	220
Nelson (C)	877	6,843	11.6	12.7	14	1	489	2
Rest of Development Region	7,167	63,856	9.0	11.8	209	-9	5,887	48
Cariboo	**6,350**	**47,530**	**1.2**	**5.9**	**155**	**-15**	**4,485**	**-323**
Quesnel (C)	421	3,159	1.7	0.7	11	-2	400	-67
Williams Lake (C)	647	4,980	3.4	9.2	12	0	576	0
Prince George (C)	2,942	22,091	14.5	6.0	28	-3	1,776	-23
Rest of Development Region	2,340	17,301	-12.3	5.7	104	-10	1,733	-233
North Coast	**3,368**	**24,195**	**26.1**	**30.7**	**83**	**0**	**2,164**	**94**
Prince Rupert (C)	1,265	7,641	29.2	30.6	17	0	781	1
Terrace (C)	611	4,884	12.1	17.2	15	2	442	20
Rest of Development Region	1,492	11,670	30.2	37.3	51	-2	941	73
Nechako	**1,578**	**9,541**	**21.0**	**18.2**	**60**	**2**	**1,230**	**53**
Smithers (T)	866	4,925	29.4	28.6	19	1	462	-8
Rest of Development Region	712	4,616	12.1	8.9	41	1	768	298
Northeast	**5,860**	**52,101**	**-12.6**	**-7.4**	**71**	**1**	**3,663**	**386**
Dawson Creek (C)	1,201	8,708	17.8	-8.6	16	1	649	93
Fort St. John (C)	1,769	18,533	-28.9	-13.8	14	-3	978	-125
Rest of Development Region	2,890	24,860	-9.6	-1.8	41	3	2,036	418

Note: Data for regions with fewer than 10 properties reporting cannot be released.

Table 5: Historical Unadjusted Room Revenue by Development Region ($000)

Period	Vancouver Island/Coast	Mainland Southwest	Thompson Okanagan	Kootenay	Cariboo	North Coast	Nechako	Northeast	Total
Annual data									
2002	268,454	850,333	205,411	71,712	44,514	19,016	8,843	37,904	1,506,188
2003	272,990	810,455	213,447	72,167	43,064	19,364	8,929	46,266	1,486,681
2004	295,245	863,420	229,551	76,957	46,198	20,104	8,811	51,889	1,592,176
2005	310,117	904,553	250,184	78,922	52,134	20,779	10,152	63,252	1,690,093
2006	324,697	977,811	273,004	85,082	56,607	21,927	10,403	72,632	1,822,163
Annual growth rates									
2002	4.0	-0.5	7.9	11.9	4.6	-1.7	0.4	6.3	2.2
2003	1.7	-4.7	3.9	0.6	-3.3	1.8	1.0	22.1	-1.3
2004	8.2	6.5	7.5	6.6	7.3	3.8	-1.3	12.2	7.1
2005	5.0	4.8	9.0	2.6	12.8	3.4	15.2	21.9	6.1
2006	4.7	8.1	9.1	7.8	8.6	5.5	2.5	14.8	7.8
Monthly data									
Sep-06	38,204	93,594	28,093	8,495	6,276	2,670	1,304	6,701	185,338
Oct-06	23,109	68,031	17,168	5,154	4,832	1,392	1,087	5,866	126,638
Nov-06	15,554	55,638	10,841	3,207	3,627	1,168	706	5,946	96,687
Dec-06	15,200	70,266	15,541	6,169	3,252	851	539	4,530	116,348
Jan-07	13,239	72,744	18,088	6,960	3,150	861	588	5,703	121,333
Feb-07	16,124	80,190	18,857	8,879	3,369	1,226	600	6,077	135,322
Mar-07	22,176	90,348	22,389	8,757	4,367	1,520	833	7,459	157,848
Apr-07	23,977	72,645	16,745	5,370	4,220	1,338	673	4,772	129,740
May-07	31,697	86,523	24,389	6,441	5,540	2,112	1,066	4,009	161,777
Jun-07	38,098	102,853	30,738	7,940	5,958	4,190	1,224	5,588	196,589
Jul-07	51,835	109,816	45,389	12,379	7,057	4,762	1,405	6,232	238,876
Aug-07	56,316	119,436	51,835	13,629	7,519	4,819	1,574	6,401	261,527
Sep-07	41,820	99,233	30,516	9,420	6,350	3,368	1,578	5,860	198,146
Year-over-year percent changes									
Sep-06	5.3	2.2	12.1	3.0	8.9	11.3	4.8	32.1	5.5
Oct-06	15.6	11.8	16.6	10.7	10.0	21.1	15.8	-4.5	12.2
Nov-06	3.9	2.1	6.8	6.1	8.7	16.1	8.1	22.9	4.6
Dec-06	3.3	4.1	7.4	18.3	6.9	22.7	3.1	-1.0	5.1
Jan-07	11.0	12.4	24.1	7.0	10.2	24.1	13.3	4.6	13.1
Feb-07	4.0	15.0	11.8	18.3	10.5	13.5	0.4	-3.5	12.2
Mar-07	11.9	13.7	18.9	15.3	8.8	31.7	21.3	-5.1	13.2
Apr-07	9.9	11.2	10.4	6.8	0.1	29.3	23.2	-7.8	9.7
May-07	9.3	4.6	13.0	12.3	9.8	19.6	32.0	-13.1	6.9
Jun-07	8.6	1.3	16.9	18.9	5.8	35.3	10.7	-9.8	5.9
Jul-07	11.1	-1.2	9.8	13.2	2.1	32.2	15.1	-11.6	4.4
Aug-07	6.6	3.4	11.0	12.9	9.1	40.9	22.6	-7.9	6.4
Sep-07	9.5	6.0	8.6	10.9	1.2	26.1	21.0	-12.6	6.9

September year-over-year percent change

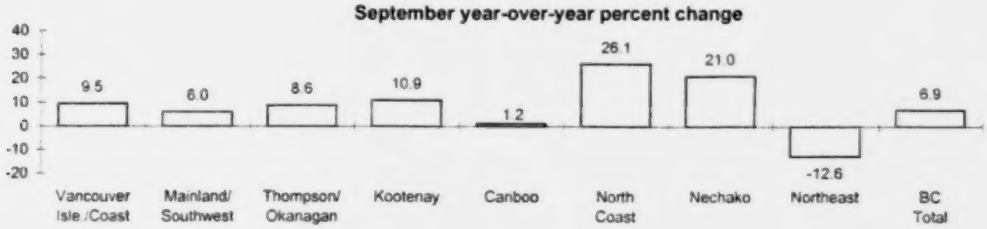


Table 6: Traveller Entries to Canada via BC, Seasonally Adjusted (000s)

Period	International							
	Total	USA			Overseas			
		Total*	Same-day	Overnight	Total	Asia	Europe	Oceania**
Annual data								
2002	7,970.8	6,595.9	2,808.1	3,787.8	1,374.9	764.0	411.8	118.0
2003	7,335.3	6,137.4	2,580.7	3,556.8	1,197.8	577.6	410.1	124.8
2004	7,447.7	6,039.1	2,477.6	3,561.5	1,408.7	715.8	458.1	144.3
2005	7,224.8	5,751.0	2,314.5	3,436.5	1,473.8	723.5	493.7	157.1
2006	6,846.0	5,379.8	1,944.6	3,435.2	1,466.1	716.9	492.7	154.7
Annual percent changes								
2002	-4.1	-4.3	-13.8	4.2	-3.0	4.4	-11.7	-10.5
2003	-8.0	-7.0	-8.1	-6.1	-12.9	-24.4	-0.4	5.8
2004	1.5	-1.6	-4.0	0.1	17.6	23.9	11.7	15.6
2005	-3.0	-4.8	-6.6	-3.5	4.6	1.1	7.8	8.9
2006	-5.2	-6.5	-16.0	0.0	-0.5	-0.9	-0.2	-1.5
Monthly data								
Oct-06	573	451	158	293	122	60	41	13
Nov-06	560	437	145	292	123	59	42	13
Dec-06	561	436	153	283	125	61	41	13
Jan-07	569	444	154	290	126	60	43	13
Feb-07	564	438	151	287	126	59	44	13
Mar-07	560	434	153	281	126	59	43	14
Apr-07	553	429	147	282	124	58	42	14
May-07	562	434	146	288	127	58	43	15
Jun-07	556	427	143	284	128	58	45	15
Jul-07	522	395	138	257	127	59	44	14
Aug-07	541	414	141	274	127	59	44	14
Sep-07	541	414	139	275	127	59	45	14
Oct-07	539	417	135	282	122	55	42	15
Month-over-month growth rates								
Oct-06	0.4	0.7	-0.1	1.2	-0.8	-0.9	-2.4	-4.7
Nov-06	-2.2	-3.1	-8.2	-0.3	1.2	-0.1	2.3	0.1
Dec-06	0.3	-0.1	5.8	-3.0	1.6	3.3	-2.3	5.8
Jan-07	1.4	1.7	0.5	2.4	0.4	-2.6	6.0	-3.0
Feb-07	-1.0	-1.3	-2.2	-0.9	0.4	-1.2	1.6	1.9
Mar-07	-0.7	-1.0	1.4	-2.2	0.2	0.6	-2.1	4.1
Apr-07	-1.3	-1.1	-3.5	0.3	-2.0	-2.8	-2.2	3.9
May-07	1.6	1.2	-0.7	2.2	2.9	0.4	3.6	6.7
Jun-07	-1.1	-1.6	-2.4	-1.2	0.8	0.1	3.7	-3.7
Jul-07	-6.1	-7.7	-3.4	-9.8	-0.7	2.1	-1.3	-2.7
Aug-07	3.6	5.0	1.9	6.6	-0.7	-1.2	-0.7	0.8
Sep-07	0.1	0.1	-1.2	0.7	0.4	-0.2	1.4	0.1
Oct-07	-0.4	0.7	-2.7	2.4	-3.9	-5.8	-5.9	1.6

* Seasonally adjusted visitor entries are calculated by Statistics Canada, and are adjusted to sum to national totals.

** Australia, New Zealand, and other South Pacific nations.

SOURCE: BC STATS, Statistics Canada.

Table 7: Transportation Indicators, Seasonally Adjusted

Period	Air Passenger Traffic (000s)					Other Transportation (000s)		
	Vancouver				Victoria	BC Ferries		Coquihalla Hwy
	Total	Domestic	Trans-border	Other Int'l.	Total	Vehicles	Passengers	Passenger Vehicles
Annual data								
2002	14,877	7,422	3,855	3,600	1,102	8,272	21,540	2,530
2003	14,321	7,266	3,814	3,241	1,183	8,263	21,348	2,480
2004	15,725	7,986	3,964	3,775	1,250	8,532	21,955	2,586
2005	16,419	8,348	4,106	3,965	1,318	8,539	21,791	2,635
2006	16,929	8,712	4,257	3,959	1,390	8,530	21,689	2,601
Annual growth rates								
2002	-3.9	-5.7	-3.6	-0.2	-4.9	2.1	1.1	2.8
2003	-3.7	-2.1	-1.1	-10.0	7.3	-0.1	-0.9	-2.0
2004	9.8	9.9	3.9	16.5	5.7	3.3	2.8	4.3
2005	4.4	4.5	3.6	5.0	5.5	0.1	-0.7	1.9
2006	3.1	4.4	3.7	-0.1	5.4	-0.1	-0.5	-1.3
Monthly data								
Oct-06	1,417	718	368	331	118	725	1,838	240
Nov-06	1,437	731	368	337	117	669	1,721	201
Dec-06	1,445	729	381	334	113	712	1,797	190
Jan-07	1,440	740	372	328	119	717	1,828	221
Feb-07	1,427	728	357	342	118	711	1,803	222
Mar-07	1,448	739	365	344	122	716	1,811	232
Apr-07	1,462	766	363	333	123	704	1,800	229
May-07	1,440	748	356	336	125	713	1,810	226
Jun-07	1,441	747	359	334	121	718	1,824	229
Jul-07	1,437	738	349	349	124	715	1,812	227
Aug-07	1,450	751	357	342	125	711	1,806	235
Sep-07	1,460	759	360	341	125	719	1,815	229
Oct-07	1,457	763	359	335	128	708	1,791	231
Month-over-month growth rates								
Oct-06	0.6	-1.2	3.0	2.2	-0.1	1.4	1.1	6.4
Nov-06	1.4	1.9	0.1	1.9	-0.9	-7.8	-6.4	-16.5
Dec-06	0.5	-0.3	3.5	-0.9	-3.3	6.4	4.5	-5.6
Jan-07	-0.3	1.5	-2.4	-2.0	5.6	0.8	1.7	16.6
Feb-07	-1.0	-1.6	-4.2	4.4	-1.0	-0.9	-1.4	0.6
Mar-07	1.5	1.4	2.4	0.5	3.0	0.7	0.4	4.5
Apr-07	1.0	3.7	-0.7	-3.3	0.9	-1.6	-0.6	-1.6
May-07	-1.5	-2.3	-1.8	1.0	1.5	1.3	0.5	-1.3
Jun-07	0.0	-0.1	0.9	-0.5	-2.6	0.6	0.8	1.7
Jul-07	-0.3	-1.2	-2.8	4.4	2.4	-0.4	-0.7	-1.2
Aug-07	0.9	1.7	2.3	-2.1	0.9	-0.5	-0.3	3.6
Sep-07	0.7	1.1	0.7	-0.3	-0.1	1.0	0.5	-2.5
Oct-07	-0.1	0.5	-0.1	-1.6	1.8	-1.4	-1.3	0.7

Table 8: Tourism Sector Indicators, Seasonally adjusted

Period	Employment in key industries in tourism sector ('000)					Hotel Industry[2]		Consumer Price Index[1]	
	Total tourism related	Air transport[4]	Accom-modation	Food & beverage services	Arts, entertainment & recreation	Occupancy Rate (%)[3]	Room Rate ($)	Traveller accom-modation	Restaurant food[4]
Annual data									
2002	196.7	13.1	31.6	120.0	32.0	58.9	117.0	100.0	100.0
2003	201.4	13.1	31.5	124.0	32.9	58.3	113.7	90.1	101.8
2004	205.7	12.9	31.5	125.8	35.4	61.3	115.7	82.5	103.6
2005	211.1	13.1	33.1	129.0	35.9	64.0	116.5	79.9	106.7
2006	221.9	13.6	35.2	135.1	37.9	65.7	122.2	77.5	109.3
Annual Growth Rates									
2002	0.7	-8.7	1.0	1.5	1.5	-0.4	0.7	-6.9	3.4
2003	2.4	0.1	-0.4	3.3	2.7	-0.6	-2.8	-9.9	1.8
2004	2.1	-1.5	0.1	1.5	7.8	3.0	1.7	-8.4	1.8
2005	2.6	1.6	5.0	2.6	1.2	2.8	0.7	-3.2	3.0
2006	5.1	4.1	6.5	4.7	5.8	1.7	4.9	-3.0	2.5
Monthly data									
Oct-06	224.8	13.8	35.5	137.7	37.7	66.8	123.80	78.3	109.2
Nov-06	230.2	13.9	36.2	141.3	38.7	67.1	125.10	78.7	111.8
Dec-06	227.5	13.8	35.5	139.2	39.0	66.4	123.70	78.9	111.9
Jan-07	226.6	13.9	35.2	138.8	38.6	67.4	126.40	79.5	111.5
Feb-07	227.8	13.7	35.2	139.7	39.1	66.8	127.10	80.8	111.1
Mar-07	228.2	13.8	35.4	140.1	39.0	66.7	128.40	80.8	110.9
Apr-07	228.5	13.8	35.6	140.2	38.9	66.9	128.40	81.2	111.0
May-07	229.1	13.8	35.5	140.4	39.3	66.9	128.10	81.2	111.1
Jun-07	230.3	13.9	35.4	141.8	39.2	66.8	127.80	78.9	111.8
Jul-07	229.7	14.0	35.4	141.1	39.2	66.2	128.30	80.9	113.1
Aug-07	229.5	13.7	35.2	141.4	39.2	66.4	129.30	81.1	113.2
Sep-07	231.2	13.7	35.8	142.3	39.4	67.3	130.40	80.5	113.2
Oct-07	231.8	13.6	35.8	141.8	40.5	67.7	132.10	81.0	113.3
Month-over-month growth rates									
Oct-06	0.8	1.4	0.3	1.5	-1.2	1.6	0.7	0.8	0.3
Nov-06	2.4	0.7	1.8	2.7	2.7	0.3	1.1	0.5	2.4
Dec-06	-1.2	-0.9	-1.8	-1.5	0.6	-0.7	-1.1	0.3	0.1
Jan-07	-0.4	0.7	-0.8	-0.3	-0.9	1.0	2.2	0.8	-0.4
Feb-07	0.5	-1.1	-0.2	0.7	1.4	-0.6	0.6	1.6	-0.4
Mar-07	0.2	0.3	0.7	0.2	-0.4	-0.1	1.0	0.0	-0.2
Apr-07	0.1	0.1	0.7	0.1	-0.3	0.2	0.0	0.5	0.1
May-07	0.3	-0.1	-0.3	0.2	1.2	0.0	-0.2	0.0	0.1
Jun-07	0.5	0.8	-0.3	1.0	-0.3	-0.1	-0.2	-2.8	0.6
Jul-07	-0.3	0.7	-0.1	-0.4	-0.1	-0.6	0.4	2.5	1.2
Aug-07	-0.1	-2.1	-0.6	0.2	0.0	0.2	0.8	0.2	0.1
Sep-07	0.7	0.1	1.6	0.6	0.6	0.9	0.9	-0.7	0.0
Oct-07	0.3	-0.7	0.0	-0.3	2.8	0.4	1.3	0.6	0.1

[1]Source: Statistics Canada (Employment data from Survey of Employment Payroll & Hours) and BC Stats.

[2]Source: Pannell Kerr Forster and BC Stats.

[3]Occupancy Rate change expressed as percentage point change.

[4]No identifiable seasonality.

Table 9: BC Restaurant and Tavern Receipts, Seasonally Adjusted

Period	Restaurants and Taverns [1]					
	Receipts ($ million)					
	BC			Canada		
	Total	Drinking places	Food Services	Total	Drinking places	Food Services
Annual data						
2002	5,403.0	546.2	4,856.8	34,527.9	2,610.2	31,917.7
2003	5,654.4	584.9	5,069.5	35,043.2	2,626.9	32,416.4
2004	5,961.7	624.3	5,337.5	36,682.9	2,708.5	33,974.4
2005	6,131.2	570.0	5,561.2	37,951.7	2,690.0	35,261.7
2006	6,544.1	449.2	6,094.9	40,063.6	2,572.4	37,491.2
Annual growth rates						
2002	1.6	2.3	1.5	2.3	0.3	2.5
2003	4.7	7.1	4.4	1.5	0.6	1.6
2004	5.4	6.7	5.3	4.7	3.1	4.8
2005	2.8	-8.7	4.2	3.5	-0.7	3.8
2006	6.7	-21.2	9.6	5.6	-4.4	6.3
Monthly data						
Oct-06	552	36	516	3,385	215	3,170
Nov-06	547	33	514	3,383	211	3,172
Dec-06	558	39	518	3,457	223	3,235
Jan-07	560	35	525	3,447	214	3,232
Feb-07	557	32	525	3,378	197	3,181
Mar-07	561	39	521	3,422	218	3,204
Apr-07	557	35	522	3,360	204	3,156
May-07	561	37	524	3,400	206	3,194
Jun-07	557	39	517	3,423	208	3,214
Jul-07	559	44	515	3,438	214	3,225
Aug-07	564	43	521	3,427	215	3,212
Sep-07	563	42	520	3,493	213	3,281
Oct-07	565	41	524	3,500	212	3,288
Month-over-month growth rates						
Oct-06	-0.1	-7.1	0.4	1.6	2.3	1.5
Nov-06	-0.8	-7.6	-0.4	-0.1	-1.9	0.1
Dec-06	1.9	18.7	0.8	2.2	5.3	2.0
Jan-07	0.4	-11.1	1.3	-0.3	-3.6	-0.1
Feb-07	-0.5	-8.8	0.0	-2.0	-8.2	-1.6
Mar-07	0.7	23.1	-0.7	1.3	10.6	0.7
Apr-07	-0.6	-9.9	0.1	-1.8	-6.5	-1.5
May-07	0.6	4.1	0.4	1.2	1.1	1.2
Jun-07	-0.7	7.2	-1.2	0.7	1.1	0.6
Jul-07	0.3	12.1	-0.6	0.5	2.5	0.3
Aug-07	0.9	-3.0	1.2	-0.3	0.7	-0.4
Sep-07	-0.2	-1.0	-0.1	1.9	-1.2	2.1
Oct-07	0.5	-3.8	0.8	0.2	-0.3	0.2

[1]Source: Statistics Canada & BC Stats.

Explanatory Notes

Data Sources

All room revenue data reported is compiled by BC STATS using the hotel tax database maintained and administered by the Consumer Taxation Branch of the Ministry of Small Business and Revenue.

Traveller Entry data is from Statistics Canada. All other data sources are accredited within the report.

Accommodation Categories

Each property has been assigned to one of eight accommodation categories. In addition to motels and four sizes of hotels, there are three special accommodation categories:

Fishing Lodges – All inland and coastal fishing camps located on or near lakes, rivers and oceans. Includes lodges which offer inland fishing expeditions, marinas with accommodation and lodges offering the services of fishing guides.

Vacation Rentals – Includes beach houses, cabins, and selected trailer parks. May also include certain inns and apartment complexes.

Miscellaneous -- Includes guest ranches; outfitting, adventure hunting and other types of outdoor adventure; lodges that cater to skiers, hikers, etc. (with the exception of those lodges that mainly service cabins); bed and breakfasts; and houseboats. Also includes universities, mining firms, farms and other establishments renting rooms whose primary activity is not accommodation.

Seasonally Adjusted Data

Accommodation revenue exhibits large, regular seasonal fluctuations, characterised by peaks in the summer months and troughs in the winter months.

The *Tourism Sector Monitor* report uses Statistics Canada's X11/ARIMA/88 technique to remove the effects of seasonality from the revenue time series. The resulting seasonally adjusted series provides a useful tool for the analysis of underlying trends in accommodation revenue.

Unless otherwise indicated, revenue data in the *Tourism Sector Monitor* report is adjusted for seasonal fluctuations.

Limitations

The data reported here is derived from the hotel tax database. Tax is not payable for several kinds of accommodation, including:

1. properties with three or fewer rooms (such as small bed and breakfast operations);
2. room rentals exceeding one month in duration;
3. lodging where the daily rate is below $20;
4. lodging supplied to passengers of a ship or train while the ship or train is in transit or is making a scheduled stopover in the Province;
5. lodging supplied by employers to employees; and,
6. lodging supplied to consular employees and their staff.

Readers wishing more information regarding the nature of the hotel tax are referred to the *Hotel Room Tax Act* and the Hotel Room Tax Regulations.

Room Counts

Data are obtained primarily from Tourism BC's *Accommodation Guide* and supplemented by estimates from the Consumer Taxation Branch's hotel tax file. Vendors and their rooms are not counted in any given month unless revenue has been reported.

Suppression

The protection of confidentiality requires the suppression of categories not containing at least 10 properties. In most cases, protection is achieved by aggregating confidential cells into larger categories.

Revisions

A standard revision cycle accommodates corrections to the source data, to the allocation of consolidated reporters, and to the coding of properties by accommodation type. Revisions are implicit in the seasonally adjusted data and in the month-over-month, year-over-year and year-to-date percentage changes of subsequent reports, and are comprehensively reported in the annual tables published in the Annual issue of the *Tourism Sector Monitor* report.

Tourism Sector Monitor is prepared by BC STATS, Ministry of Labour and Citizens' Services, using data from the Consumer Taxation Branch of the Ministry of Small Business and Revenue.

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